



WEWS

ORDER

Flight Dates **10/05/12-10/11/12**

Contract / Revision **300787 /**

Original Date / Revision
06/15/12 10/08/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **2602 - TV Oct 5 - Oct 11**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	36	\$55,462.50	\$65,250.00	0.00
Totals	36	\$55,462.50	\$65,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/11/12	36	\$55,462.50	\$65,250.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/05/12	10/11/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$550.00		0.00			
		Week: 10/08/12	10/14/12	MTWT---					4	\$550.00		0.00			
N 2	WEWS	10/05/12	10/11/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	5	\$3,000.00



WEWS

Print Date: 10/10/12

Page 2 of 3

Contract / Revision **300787** Flight Dates **10/05/12-10/11/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 10/08/12

Order Sep 00:20:00

Advertiser **NRCC IE**Product **NRCC IE 2012**Estimate # **2602 - TV Oct 5 - Oct 11**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/05/12	10/11/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$600.00			0.00			
	Week:	10/08/12	10/14/12	MTWT---		4			\$600.00			0.00			
N 3	WEWS	10/05/12	10/11/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$550.00			0.00			
	Week:	10/08/12	10/14/12	M-W----		2			\$550.00			0.00			
N 4	WEWS	10/05/12	10/11/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	1	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$2,000.00			0.00			
	Week:	10/08/12	10/14/12	-T-----		1			\$2,000.00			0.00			
N 5	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$1,300.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1			\$1,300.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WEWS	10/01/12-10/07/12	SA 7-8p Rotation		7-8p	-----Sa--	:30		(\$1,300.00)		0.00	NM		
	See MG 12.2, 12.3 [N/A PGM CHG TO PLACE CORRECT INVENTORY CODE TO - SA 7PM NEWS OR SA 730P MOTION]														
N 6	WEWS	10/05/12	10/11/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	2	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$1,000.00			0.00			
	Week:	10/08/12	10/14/12	MTWT---		4			\$1,000.00			0.00			
N 7	WEWS	10/05/12	10/11/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$1,000.00			0.00			
	Week:	10/08/12	10/14/12	MTWT---		4			\$1,000.00			0.00			
N 8	WEWS	10/06/12	10/06/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$30,000.00	P-1	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1			\$30,000.00			0.00			
N 9	WEWS	10/08/12	10/11/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWT---	:30	3	\$2,400.00	P-2	0.00	NM	3	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-WT---		3			\$2,400.00			0.00			
N 10	WEWS	10/07/12	10/07/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1			\$550.00			0.00			
N 11	WEWS	10/05/12	10/11/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1			\$900.00			0.00			
	Week:	10/08/12	10/14/12	-T-T---		2			\$900.00			0.00			
N 12	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,500.00



WEWS

Print Date: 10/10/12

Page 3 of 3

Contract / Revision **300787** Flight Dates **10/05/12-10/11/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 10/08/12

Order Sep 00:20:00

Advertiser **NRCC IE** Product **NRCC IE 2012**

Estimate # **2602 - TV Oct 5 - Oct 11**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	WEWS	10/06/12	10/06/12	SA 7-8p Rotation SA 7-8p Rotation	CM	7-8p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----S-	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	10/01/12-10/07/12		SA 7-8p Rotation		7-8p	-----Sa--	:30		(\$1,200.00)		0.00	NM		
See MG 12.2, 12.3 [N/A PGM CHG TO PLACE CORRECT INVENTORY CODE TO - SA 7PM NEWS OR SA 730P MOTION]															
2	WEWS	10/01/12-10/07/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,200.00		0.00	NM		
Ⓜ MG for 5.1, 12.1															
3	WEWS	10/01/12-10/07/12		SA 7PM News		7-730p	-----Sa--	:30		\$1,300.00		0.00	NM		
Ⓜ MG for 5.1, 12.1															
N 13	WEWS	10/05/12	10/11/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
Week:		10/08/12	10/14/12	-TWT---	1		\$900.00		0.00						
Totals														36	\$65,250.00